

**ACTION MINUTES**  
**LYNNWOOD TOURISM ADVISORY COMMITTEE**  
**City Hall Conference Rooms 1 & 2**  
**March 11, 2010**  
**7:45 AM**

**10. Call to Order**

Chairperson Simmonds called the meeting to order at 7:50 a.m.

**20. Roll Call**

**Committee Members present:**

Chairperson Simmonds  
Committee Member Walker  
Committee Member Alder  
Committee Member Mueller  
Committee Member Horrigan  
Committee member Spain

**Guests:**

Kelvin Moore, Lynnwood Convention Center  
Mayor Don Gough  
Art Ceniza, Asst. City Administrator

**Staff:**

Mary Monroe, Tourism Manager  
David Kleitsch, Economic Development Director

**Committee Members absent:**

Committee Member Dull

**30. Approval of Minutes**

**30.1** Committee Member Horrigan made a motion to approve the minutes of the February 11, 2010 meeting. Committee Member Alder seconded the motion. Committee Member Horrigan asked that the date for construction start of the Legacy Hospitality Group hotel project be changed from Summer 2009 to Summer 2010. The motion to approve the minutes as amended was approved unanimously.

**40. Written Communications**

None

**50. Public Comments**

**50.1 Don Gough, Mayor**

Mayor Don Gough addressed the committee. He stated that the City's budget process for FY2011-2012 begins with a City Council public hearing on June 14, 2010. He suggested that Committee members take the opportunity to speak in support of tourism and economic development. Mayor Gough indicated there are difficult budget decisions to be made and that it is the citizens of the Lynnwood community who would be able to inform and influence Council decisions.

Mayor Gough referenced the Citywide Vision and strategic planning process currently underway. The City Council's budget decisions are focused on what are the priorities for FY2011-2012 and what the City would "buy" with available revenues. These decisions will be influenced by citizen input, and that TAC/LTAC could tell the story regarding the importance of Lynnwood tourism and economic development.

The Mayor introduced Mr. Ceniza, Assistant City Administrator, and provided background on the position and Mr. Ceniza's experience with King County, Seattle, and the private sector as a financial analysis. Mr. Ceniza stated he was glad to be working with the City of Lynnwood. He was hopeful that out of tough times good things would come.

## **50.2 Amy Spain, Executive Director, Snohomish County Tourism Bureau, Snohomish County Tourism Bureau Annual Report for 2009**

Amy Spain presented the Tourism Bureau's Annual Report and answered questions from the committee members. The report can be accessed on the Snohomish County Tourism Bureau Web Site:

[www.snohomish.org/pressroom/annualreports](http://www.snohomish.org/pressroom/annualreports)

Ms. Spain spoke of the potential cut or elimination of the State Tourism Budget and encouraged Committee members to contact their Legislators to ask them not to support this cut. She reported that the tourism budget in Washington State of \$3.2 million per year is the lowest of all western states. She also referenced the growing importance of Social Media as a tool to reach potential travelers.

## **60. Reports from Committee Members**

None

## **70. Resolutions and Action Items**

None

## **80. Staff Reports**

### **80.1 Director's Report**

Economic Development Director Kleitsch provided an update on the 2009 lodging tax revenues noting that Lynnwood's revenues were down 21%. Lynnwood still collects more revenue than any other Snohomish County City.

Director Kleitsch reported on current lodging statistics, and stated the occupancy in Snohomish County is down 1.6% compared to last January.

He reported that the Rooms-at-Par program is continuing. Tourism Manager Monroe said the number of rooms and associated revenues for the program were down about 50% compared to last year. The drop was attributed to the reduced advertising, and activities associated with the Olympics. It will be difficult to understand the full impact of reduced advertising until after the Olympics.

Tourism Manager Monroe updated the committee on the Snohomish County Strategic Tourism Plan process. Five Requests for Qualifications were received and will be evaluated on Tuesday March 16, 2010. Chairperson Simmonds asked about the status of the letter he requested be sent on behalf of TAC/LTAC expressing Lynnwood's interest and involvement in the process. Director Kleitsch reported the letter would be forthcoming.

Director Kleitsch gave a brief update on branding. He distributed an article published in the Enterprise on March 10, 2010 about Lynnwood branding and indicated the creative concepts would be available in the next several weeks.

Director Kleitsch announced the annual volunteer appreciation dinner at the Lynnwood Convention Center was scheduled for April 20, 2010. Committee members will be invited.

## **90. General Discussion**

Chairperson Simmonds asked about contacting the Snohomish County Business Journal with information about Lynnwood Branding. Director Kleitsch said he would contact the paper and try to stimulate interest.

Chairperson Simmonds also asked about the status of the ribbon cutting for Holiday Inn Express. No formal date has been announced.

## **100. Adjournment**

The meeting was adjourned at 9:02 AM

### **Next Meeting**

Thursday, April 8, 2010 at 7:45 AM